

Message Text

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PAGE 01 STATE 295805

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FM SECSTATE WASHDC

TO AMEMBASSY BELGRADE PRIORITY

AMCONSUL ZAGREB

UNCLAS STATE 295805

E.O. 11652: N/A

TAGS: BEXP, YO

SUBJECT: ZAGREB FAIR 1976

REF: BELGRADE 6436

1. WASHINGTON AGENCIES APPRECIATE EMBASSY UNDERSTANDING ATTITUDE THAT USIA BUDGET SITUATION DOES NOT PERMIT PAVILLION-SIZE EXHIBIT FOR 1976 ZAGREB FAIR. AS EMBASSY HAS BEEN ADVISED BY TELEPHONE, USIA IS NOW PREPARED TO SEND ENLARGED AND IMPROVED S SATELLITES--SERVANTS OF THE SKIES AS EXHIBIT WHICH WOULD OCCUPY ABOUT 1,000 SQUARE METERS (80) OF PAVILLION). IF EMBASSY PREFERENCES, USIA COULD MOUNT A SMALLER STATIC EXHIBIT COVERING ABOUT 500 SQUARE METERS (40 OF PAVILLION) ON ENERGY THEME. ENERGY EXHIBIT WOULD BE CORE EXHIBIT, STATIC AND WITHOUT GUIDES. HOWEVER, SATELLITE AS DESIGNED WOULD HAVE GUIDE AND LIVE DEMONSTRATIONS.

2. COMMERCE IS PREPARED TO PARTICIPATE WITH CATALOG SHOW ON THEME OF ENERGY, FOOD PROCESSING/AGRICULTURE OR SOME OTHER VERTICAL THEME OF EMBASSY'S CHOOSING, E.G.,
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PAGE 02 STATE 295805

COMMUNICATIONS. REGARDLESS OF THE THEME SELECTED,

HOWEVER, SOME SUPPORT OR MARKETING INFORMATION WILL BE
REQUIRED NO LATER THAN END OF FEBRUARY FOR CATALOG PLANS

AND PROCUREMENT, AS WELL AS ANY INDIRECT COMMERCE
ASSISTANCE FOR POTENTIAL EXHIBITS OF EQUIPMENT AT
ZAGREB. COMMERCE IS PREPARED TO OFFER US FIRMS
OPPORTUNITY TO PLACE MODELS AND EQUIPMENT AT ZAGREB
PROVIDED MARKETING INFORMATION IS RECEIVED AND A
VERTICAL, NOT HORIZONTAL, THEME IS SELECTED.

3. AGENCIES REQUEST EMBASSY ADVICE AS SOON AS
POSSIBLE CONCERNING PREFERENCE FOR THEMES FOR USIA
EXHIBIT AND COMMERCE CATALOG SHOW. INGERSOLL

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